Gaggle Email and Student Web Hosting Service Proposal
E-rate Funding Year 2012 – 2013

Please review the enclosed proposal to see why Gaggle is the leading provider
of SAFE classroom online tools, and why over
20,000 schools are using this AWARD WINNING service!

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Section I: Gaggle Overview

Gaggle Background

Gaggle is a pioneering provider of safe student email, launching our initial service in 1999. We have grown to be the leader in safe technology in the K-12 market. We offer a hosted, web-based solution with no additional hardware or software for the district to purchase. At Gaggle, we are constantly listening to the growing needs of the K-12 market and continue to expand our solution to meet those needs.

Gaggle's corporate headquarters are located in Bloomington, IL. We employ approximately 47 full-time staff members, including Customer Service Representatives, IT System Support Engineers, Finance, Sales, and Marketing personnel. Gaggle currently provides **Safe Online Learning Tools** to more than 20,000 schools in 23 countries, while managing over 3,000,000 accounts and storing more than 1.1 billion emails. Gaggle has many tools in place to keep student communication safe, including blocked word lists, blocked domains, an Anti-Pornography Scanner, and more.

In 2002, Gaggle began releasing web tools to complement our email solution. These tools included Chat Rooms, Message Boards, Blogs, Digital Lockers, and Homework Drop Boxes. In 2010, Gaggle released several new online tools collectively referred to as Gaggle Apps. Gaggle Apps includes Gaggle Office, Social Learning Wall, Safe SMS Texting, GaggleTube, Gaggle Mobile, MyGaggle Interface, and Integrated Calendars. In the summer of 2011, Gaggle again released new tools including Mark It Up! (a collaborative correcting tool), class pages, filtered Instant Messaging using open protocols, and updated several older tools.

At Gaggle, we believe that every child must learn to communicate effectively using 21st century tools. Gaggle's solution allows students to experience this without the worries of inappropriate content. Gaggle is no longer just a "safe email solution," but an entire suite of safe online tools.

Company Structure Matters

One of the many advantages of working with Gaggle is our structure. Gaggle is a privately held company with no debt. Instead of trying to please outside investors or venture capitalists, we are free to make long-term plans for the benefit of our customers. Gaggle is not focused on short-term profits; rather we are focused on your students' long term success.

Our company founder, Jeff Patterson, is still our CEO, and he is directly involved in most aspects of the company. It's not unusual for customers to get an email or phone call from Jeff helping to fix a bug or identify a new feature. You'll often find him at the state and national technology conferences ready to listen to your needs and collaborate on the next big idea.

At Gaggle our employees are cross-trained to provide solutions to customers at almost every level. Our customers deal directly with the Gaggle support and engineering teams for immediate answers to questions. Gaggle has continued to grow because the product is excellent, and the customer service is exceptional.

Awards

Gaggle has received numerous educational technology awards since 2004 with the most notable over the past two years including:

- 2011 CODiE Award **Winner** in the category of Best Instructional Solution in Other Curriculum Areas
- 2011 CODiE Award Finalist in the category of Best Education Community Solution
- 2011 Distinguished Achievement Award **Winner** in the Technology category for Administrative Tools
- 2011 Distinguished Achievement Award Finalist: Technology for both Administrative Tools and Social Media
- 2010 Technology & Learning Award of Excellence for Best Upgraded Product
- 2010 CODiE Award Finalist in the category of Best Instructional Solution in Other Curriculum Areas

Overview of Gaggle's Solution

Gaggle realizes that today's students are social learners. Rather than pushing against the tide, schools can embrace the benefits in a safe and controlled environment designed specifically for the needs of K-12 education. Our tools help engage students, support diversity and develop communities that encourage dialogue and the sharing of ideas and events. Gaggle's tools enable anytime, anywhere access so that teachers and students can work together on assignments, projects, and events.

Gaggle's Tools

Email – web-based email service for access anywhere with constant filtering and control of student accounts.

Blogs – provide a place where students can share their thoughts, ideas, and creativity in a secure environment. Teacher blogs can be shared with parents for easy home-school communication.

Social Learning Wall – provides profile-based connections with sharing of content. Teachers and students can update and monitor their social wall by texting from their cell phone as well as using their computer.

Digital Lockers – provide online file storage for students and teachers, with the option of sharing documents and files with specific students, classes, or the entire school or district.

GaggleTube – provides YouTube™ access while still allowing the district to block direct access to YouTube content. All YouTube access is logged, filtered, monitored, and can be controlled at the teacher and student level.

Gaggle Office – filtered online word processing and spreadsheets powered by the award-winning Zoho® office suite. Zoho features online presentations, spreadsheets, and word documents with simultaneous editing and group collaboration with version history.

Homework Drop Boxes – provide an organized, paperless alternative for assigning, collecting, and correcting homework assignments. Students can submit assignments anywhere, anytime.

Mark It Up! – makes marking and assessing student work simple and paper free. This new feature added to Gaggle's Homework Drop Boxes provides an intuitive and simple way to review student submissions, with options for annotations like comments, highlighting, and a free-form drawing tool.

SMS Texting – provides safe teacher-to-student mobile texting, with all incoming and outgoing text messages filtered and logged thru the Gaggle SMS Gateway**.** Individual phone numbers are hidden with only Gaggle's information displayed.

Integrated Calendar – individual and shared enterprise calendars that support open protocols and offer automated reminders via email and SMS Text. Gaggle's calendars are also integrated with our Homework Drop Boxes.

Message Boards – support curriculum and extend learning with ongoing classroom discussions. Teachers can create message boards restricted to specified students and classes, with all of Gaggle's filtering in place.

Chat Rooms – offers the ability for real-time discussions in and out of the classroom. Teachers can create chat rooms restricted to specified students and classes and offer virtual office hours and online study sessions.

Instant Messenger - real-time instant messenger feature that includes access controls, live-time monitoring, filtering, and logging. Allows instant student collaboration, teacher assistance, and staff-to-staff communication.

Class Pages – An exciting new feature, released this year, takes Gaggle's Social Wall to a new level, combining the communication and collaboration of a class social group with class information. Students have easy access to

announcements, due dates, class message boards, shared files, and Homework Drop Boxes via a dashboard view. The dashboard view makes it easy for teachers to fully integrate all of their favorite tools into every class they teach.

MyGaggle – customizable homepage with drag and drop interface giving users the ability to organize their own learning space by selecting widgets from Gaggle or approved third parties. Gaggle's widgets can be embedded directly into LMS systems, such as Moodle, Blackboard and Angel.

Portal Links – provide a single-sign-on solution from Gaggle to other web sites. Portal Links allow users to log directly into your other subscription web sites with a single click.

Gaggle Mobile – mobile phone compatible version of Gaggle's desktop web applications. Gaggle is fully compatible with tablets, iPads, iPhones, iPod Touches, Android Devices and Blackberrys.

Why Choose Gaggle?

Gaggle provides a collection of safe tools controlled by the district's administrators and educators. Gaggle's flexible and scalable solution can meet the needs of any size district and still be customizable to meet individual school's needs.

Gaggle complies with all US privacy and safety laws, particularly those involving students and children. These include: Family Educational Rights and Privacy Act (FERPA), Health Insurance Portability and Accountability Act (HIPAA), Children's Online Privacy Protection Act (COPPA) and Children's Internet Protection Act (CIPA). Gaggle conducts thorough criminal background checks on our employees. For more information please see page 26.

Key Gaggle differentiators are:

Safety – Gaggle's proprietary filtering system enables districts to filter content according to your district's policies. Text, attachments, domains, images and URLs are all filtered with polices that are easily customized to meet the needs of your district. Content filtering applies to <u>all</u> tools in Gaggle's suite. Gaggle is far more than just a spam and virus filter with a bad word list.

Anti-Pornography Scanner (APS) – Gaggle's proprietary APS is based upon a complex, intelligent logarithm that leverages 10 years of development to provide the highest level of CIPA compliance available. Gaggle's APS can tell the difference between pictures of students in bathing suits and pornographic images.

Flexibility and Scalability – Administrators are in complete control of Gaggle's tools with 21 different user access levels as well as numerous student controls for each tool. Gaggle offers extensive student monitoring that provides districts with the most flexible and scalable social learning and collaboration platform available. Our solution can grow with your students. For example, you can allow your first graders to email their teacher only, fourth graders their class, middle school students their school, and high school students can use Gaggle to apply for jobs and college. All student web hosting tools afford you the same flexibility. The ability for you to model behavior by allowing access to Gaggle's social wall or GaggleTube allows you to create the right environment for the capabilities and needs of your teachers, students, and curriculum goals.

Gaggle can be implemented based upon the needs of your district. You can choose whether to implement district wide, only in middle schools/high schools, or any combination thereof. This scalability coupled with the provisioning of accounts in less than 48 hours allow the district to meet your changing population and goals.

Extensive Customer Help and End User Resources - Customers can take advantage of Gaggle's extensive online assistance, including over 70 short video tutorials, Administrator's Guide, and Robohelp feature. Robohelp is a contextual help system that provides immediate on-topic instruction from within the Gaggle website. In addition, Gaggle provides monthly free webinars on the administration of the system as well as special topics throughout the year.

Seven (7) Gigabytes of Storage per User – Gaggle's storage per user is a whopping seven gigabytes! This amount of storage eliminates the need for users to delete any mail.

Powerful Searching – Gaggle's district-wide and user level search indexes make it easy to search for and find any email message. When you need to find something it's no longer like searching for a needle in a haystack. You have powerful Boolean search capabilities at your fingertips. For example, users can quickly search every email stored in the district to find the attachment that contains the words "Cisco," "manual," and "ASA5500" to find the missing firewall manual. Most district-wide searches return results in less than 20 seconds.

Free Customer Service and Support – Customer service is a top priority at Gaggle, and our goal is to provide outstanding customer service. When calling our customer service, you will speak with a live person instead of getting caught in an automated phone system. All users can contact us directly for assistance; therefore supporting your teachers and students is not a burden on the district's help desk.

The Gaggle customer service team is available via our toll-free number or Live Chat feature Monday-Friday from 7:00AM – 6:00PM (CST). After normal business hours and on weekends and holidays, customers are encouraged to reach our service department via our admin@gaggle.net address. We guarantee an 8-hour or less response time, even on weekends and holidays, with a typical response time of less than 2 hours.

Proven Implementation Process - Your subscription with Gaggle begins with an implementation process developed by a licensed Project Management Professional, leveraging over 10 years of successful implementations. A dedicated account representative gets to know you and your school or district and will provide a high level of support throughout the year. Districts that change providers, because they are promised lower prices and comparable service, frequently return to Gaggle after just one year, because they do not receive the level of service and support they require.

Why Do IT Directors *CHOOSE* Gaggle?
- Cloud based solution with little or no maintenance
- Peace of mind from the highest degree of CIPA compliance available to limit district liability
- Easy integration with most third party applications
- E-rate Priority 1 eligible (Email-100% and Student Web Hosting-95%)
- Free Customer Service available 7 days a week
- Meets strategic goals of technology plans and 21st century curriculum
- Reduces storage and software costs

Why Do Principals *SUPPORT* Gaggle?
Gaggle allows principals to provide students with technology, and support achievement in all content areas.
- Peace of mind that students are using technology in a safe, controlled environment
- Increased productivity by streamlining work flows
- Improved interaction between teachers and students
- One click communication with the entire student body or selected groups
- Reduced printing and paper costs
- Bridges the digital divide and supports equitable technology access for all students
- Administrators are in complete control of what the students can and cannot do within Gaggle

Why Do Teachers *LIKE* Gaggle?
Gaggle lets teachers use professional technology to communicate with their students, organize their classes, and maximize instructional time and engagement.
- Improved interaction with students
- Online file storage for easy student access to documents and transfer between home and school
- Easy support of technology standards, including NETS·S
- Motivates students with current technology
- Provides tools to train students on professional skills that are vital in today's environment
- Saves class time when collecting assignments with the Homework Drop Boxes
- Eliminates lost time from announcements and other class business

Why Do Students *NEED* Gaggle?

Gaggle helps students learn how to correspond in a professional manner, engages them with technology, and helps them learn 21st Century skills.

- Improved communication and collaboration with classmates
- Online accessible file storage
- Ability to turn assignments in electronically
- Learning is extended beyond the classroom walls
- Tools that support students with individualized learning plans

How Does Gaggle Make Support *EASY*?

Gaggle is committed to providing outstanding customer service. Our highly experienced team is available to assist all Gaggle users via phone, email, or live chat.

- No voice jail, and immediate help from well-trained, live operators
- No or low maintenance for your tech department, including automated data integration options
- Free training videos, webinars and integration ideas
- Numerous professional development and training options available

SLD Selection Criteria Guidelines - Price is NOT the only Consideration

According to the SLD, districts/schools have an affirmative duty to conduct a fair and open competition, seeking the most cost effective solution for their technology needs. Price must be the most important factor in consideration (the factor with the greatest weight), but price need not be the only consideration. Other relevant factors may include: technical requirements and features, the district's prior experience with the provider, the reputation of the provider, personnel qualifications, the cost of changing from one provider to another, geographical needs, and the ability to provide necessary maintenance and assistance. As an example, the following is a sample bid evaluation matrix from the SLD site.

	WEIGHT
Price	**30%**
Prior Experience	**25%**
Environmental Objectives/Required Features	**20%**
Reputation	**15%**
Management Capability	**10%**

With regard to the information listed above, we believe Gaggle is your answer to safe email accounts for your students and faculty:

1. Gaggle has over 12 years of experience providing a safe email and web collaboration tools. With over three million subscription users, more students log into Gaggle per day than most providers get in an entire month.
2. Gaggle is the only CIPA compliant email provider that includes a system to read and analyze graphics to determine if they are pornographic.
3. Gaggle has won numerous industry awards and has a proven track record with 12 years of successful implementations.
4. There are many important items on the Gaggle Features List which are unique to our system. Any one of these unique items may constitute a substantial reason to choose Gaggle over other bids.

The Gaggle email service <u>does not </u>include web or internet filtering, both of which are ineligible items for E-rate funding. Gaggle <u>does</u> provide a text-monitoring feature and an anti-pornography system, which are sometimes incorrectly labeled as a web filter. The text-monitoring feature scans incoming and outgoing email for offensive language or other violations of a school's Acceptable Use Policy. Gaggle's anti-pornography system analyzes image data to protect against offensive images.

The text monitoring, domain monitoring, and the anti-pornography components are included with the Gaggle service. None of these features are sold separately from the email service, and they have no cost component. To review information regarding the SLD's selection criteria, visit the following link: http://www.usac.org/sl/applicants/step04/

Section II: Email Service (100% E-rate Eligible)

Safe and secure communication has been Gaggle's specialty for over 12 years, and we continue to develop innovative technology to meet the concerns of educators, parents and students. Gaggle gives educators the confidence to allow students to take advantage of the latest communication and collaboration technologies. Gaggle allows educators and students to communicate anytime and anywhere using our wide range of Web 2.0 tools. Our solution is also scalable to meet the unique needs of diverse student populations and stakeholders.

Email Overview and Description

Each account includes 7 gigabytes of storage and can be controlled at the classroom, school, or district level.

Gaggle offers 21 different access levels to meet the custom needs of your district. The hierarchy of accounts allows for maximum privacy and flexibility. Each of the access levels has different email privileges and can control different parameters for the group and member accounts. For example, only a user with school master or school administrator access can edit the school setup pages, but only a district level user can edit the district controls options.

If your district uses a Student Information System or Active Directory database, the account creation and management can be automated using Gaggle's data integration process. User accounts can be created, deleted and updated via customized scripts between your district and Gaggle's servers. The accounts can be imported as a one-time upload or set to automatically update on a schedule determined by the district.

Filtering

All incoming and outgoing communication is automatically filtered according to your district's policies. Messages with questionable content or attachments are automatically rerouted to the student's administrator for review. The administrator may decide to allow the message to proceed or take action with the student. Each school can also customize a set of blocked addresses and domain names to further control with whom the students communicate.

Gaggle's filtering is extremely flexible. Twelve years of serving school districts has taught us that every district has unique considerations and requirements. For example, you can choose to have some users' mail blocked for offensive content, whereas other users might only trigger a notification email when questionable content is detected.

Text Filtering – Gaggle's text filtering not only prohibits students from sending and receiving inappropriate content, but it also helps educate students on acceptable, professional communication practices. All communication within Gaggle is scanned against a Blocked Word List. The Gaggle Blocked Word List contains words and phrases that have been deemed inappropriate. Gaggle offers several different levels of text filtering that schools can choose from which include: a strict blocked word list, standard blocked word list, permissive blocked word list, or no list at all. Each school has the ability to customize their blocked word list, adding regional or localized words or slang. Another easy way to customize your list is to subscribe to a blocked word list from another school in your district. For schools with a large Spanish speaking population, a Spanish blocked word list is available.

When a message is identified as having inappropriate text, it is rerouted to the student's administrator for review. The message can be "unblocked," which will deliver it to the intended recipient, deleted, or saved for discussion with the student. The student's administrator is typically the student's teacher, but the administrator can be someone else at the school or district level, such as a guidance counselor or vice principal.

Access Level Restrictions – When using Gaggle, you have complete control over who can communicate with your students. There are several options to choose from when deciding the access level to give your students. Some of the access levels include, but are not limited to: email to educators only, email to class only, email to school only, email to district only, email to Gaggle only, and the full student level.

Domain Filtering – In addition to the access level restrictions for controlling email, rules for blocking specific domain names and username patterns can also be created. A student set to email the whole world can still have restrictions to

block email with specific domain names, top-level domains, username patterns or specific addresses. For example, rules can be set to block all .com addresses, allow aol.com but block a specific sender at AOL from communicating with your students.

Anti-Pornography Scanner (APS) – We believe that pornography protection is vital for a district-provided tool that will be used from home as well as school. No administrator wants to get an angry phone call from a parent whose child accessed a pornographic picture or web site from a message that was received in a school provided email account. Gaggle's APS can provide the peace of mind that administrators and parents need before allowing student email access.

CIPA compliance is ensured with our unique real-time image analysis that detects and prevents pornographic images in all of Gaggle's features. The APS scans not only embedded and attached images but also images in attachments like Word and PowerPoint documents, and any URL links a student mentions or posts.

The Gaggle APS is similar to advanced technology used by the FBI to track child predators online. It analyzes graphic content and forms a unique "visual fingerprint" for each image representing fundamental properties such as color, texture, shape or composition. These image properties are then translated into a numerical score from harmless to highly objectionable.

Internal and External Student Monitoring – The ability to quickly and easily monitor your students' accounts is a key component to having a successful student email solution. With a few clicks of the mouse, you will have access to each student's Inbox, sent folder, and even their deleted folder. Gaggle provides easy access to student email, files, and activity logs. We believe that accountability is just as important as filtering when it comes to ensuring student safety.

Gaggle's External Student Monitoring feature makes it easy for teachers to monitor their students' activity without having to log into the Gaggle system. Questionable messages are routed to the teacher's blocked folder and can also be forwarded to the teacher's district email account. The forwarded blocked message explains why the email was blocked and includes a link to either unblock or delete the message. The forwarded blocked message feature reduces the teacher's workload and ensures greater acceptance of the accounts by your stakeholders.

Calendaring System

Gaggle's Calendars are designed for use by administrators, teachers, and students. The Calendars can be shared with an entire district, the whole school, or just specific users. Users can have multiple Calendars, and each Calendar can have an access level such as view busy/free time, view events, view and edit events, or edit Calendar. This allows administrators to designate an assistant to manage their Calendar, while others may only view the administrator's availability. Users also have the ability to filter events by category, allowing others to only see specific event types, such as homework assignments, or district activities.

Gaggle Calendars can assist students in organizing their schedule, inform them when assignments are due, and provide a place to practice essential skills on a daily basis. Calendars are integrated with Gaggle's Email, Homework Drop Boxes, and SMS Texting. Calendar reminders can be delivered via email, pop ups, or via SMS Text message.

Gaggle's Calendars support the iCal format and are accessible using standard protocols such as CalDAV. Support for standard formats enables Gaggle Calendars to work with multiple devices such as the iPhones, Android devices, and other district information systems.

Search Indexes

Gaggle indexes all messages and attachments for easy searching using Boolean search terms. Users can easily search their own mail and attachments for specific words and phrases. In addition, administrators can search the mail stored across the entire district. If a student or teacher is suspected of inappropriate email behavior, it is easy to locate the questionable message using the search feature. Searches of even 50,000+ users typically return results in less than 20 seconds.

Mass Recover & Mass Delete

Occasionally an email will be sent to a large number of users that has inaccurate or offensive content. It might be a case of an event with the wrong date/time listed or an email that insults an individual. When this happens you will need a fast and easy way to delete the offensive message from your users' email accounts. Only Gaggle offers this type of mass delete system. The mass delete/recover system uses our powerful search indexes and meta-data to target specific messages and have them purged from users' accounts. A situation will inevitably occur when you need this feature, and you'll be glad you selected Gaggle.

Enhanced Features & Controls

Gaggle has many features to help administrators and teachers control exactly what students can and cannot do as well as increase student and teacher productivity. At Gaggle, one of our most important goals is saving you time.

Max Messages Per Day – This feature controls how many messages each student can send in a 24-hour period. This prevents the system from being overused and requires that students carefully plan the emails they will be sending.

Max Recipients Per Email – Some students cannot resist the urge to send a mass email to the entire school. With the "Max Recipients Per Email" feature, the district can decide exactly how many addresses can be put into each outgoing email message. This feature can save you many headaches by preventing students from sending inflammatory emails to the entire student body. It is one more tool Gaggle provides to prevent the accounts from being abused.

User Directory – Our Directory provides an easy way for users to find the email address of other members of your school community. As with all Gaggle features, you can control what information is shared with student users. Directory access can be set to district wide, school wide or restricted to just students or teachers.

Blocked Attachment Type – If your district has policies against specific types of email attachments, Gaggle can help enforce those rules. The "Blocked Attachment Type" feature allows each school to restrict file types such as EXE, JPEG, VB Scripts, SCR files, etc. You can decide to have these attachments stripped out of the emails or simply block the messages. With the stripped feature, the attachments are removed before the messages are delivered to your users. The block feature reroutes the email message to the student's administrator for review. These rules can be applied to students' and/or teachers' emails as well as to their Digital Lockers. The Blocked Attachment Type system is based on more than just file name extensions, and thus, it cannot be easily circumvented.

Filtering of Attachments – Gaggle is one of the only systems to scan the content of attachments. All incoming and outgoing attachments are scanned for inappropriate text, images, and URLs. Each attachment is scanned by our Blocked Word List and our Anti-Pornography Scanner to ensure that content is safe and appropriate. Even zip files are uncompressed and scanned for offensive content.

Email Routing Rules – Email routing rules allow users the flexibility to designate different actions when specific emails are received. Routing rules include delete, mark as read, star, mark as spam, move to specific folder, and forward to another email address. Rules can be based on name, sender, receiver, if the email includes an attachment, or specific words within the email.

Phone Based Account Retrieval System – This can drastically reduce the challenges of distributing user names and passwords. Users can retrieve their account name and password from Gaggle without any human involvement. Users' accounts are associated with home and mobile phone numbers. When users look up their account data on our website, the system dials the phone number and asks the user to select and speak their name. The user is prompted to enter a two-digit code into the phone, at which point a web page loads with the user's account name and a form to reset their password. The user's voice name can be recorded for additional security.

Auto Mail Check Feature – With many web-based email solutions, users are required to refresh their screen in order to see if they have received new email messages. Gaggle's solution now includes an auto mail check feature that is

similar to client-based email programs. Users can set the auto mail check to run every 5, 10, or 15 minutes. This feature can also be turned off, if desired.

Attachment Reminder – This feature helps prevent emails where users forget to include the attachment. If the word "attach" or "attachment" is used within the body of an email and there is no email attachment, a pop-up message will appear asking the user if they are sure that they want to send the email without an attachment. They can then select "Yes" to send the message or "No" to go back and add the attachment.

Star Feature – Gaggle includes the ability to flag emails using our Star Feature. This feature can help students and teachers better manage and organize their email. Users can "star" emails for additional follow-up, as a reminder, or if other action is needed.

Portal Links – Portal Links let you provide easy access to other web-based services or favorite websites. Schools can integrate the login information for services, such as Discovery Education, that use a shared username and password or link individual user's login data with their Gaggle account for single sign on. Portal links can be made accessible to teachers only, students only, school, district, or specified users.

Auditory Feedback System (AFS)

Gaggle's Auditory Feedback System (AFS) allows your students to hear all outbound and inbound Emails, Blogs and Message Board posts read aloud. With Gaggle's AFS, you can provide your students with auditory reinforcement for their literacy success. The Auditory Feedback System is available in six different audio voices, including Spanish and French.

Gaggle's AFS is a great way to support auditory learners. The AFS can help target these auditory learners by giving them the option to hear their emails and blogs read aloud. Messages can be read to the student before being sent, allowing students to identify errors and make corrections. This is a great way to encourage students to proofread their messages before sending.

The AFS will also allow any "played" email or blog to be saved as an MP3 file to be used in student projects. As with all Gaggle features, the AFS was designed with student safety in mind. If a student tries to use inappropriate text with the Auditory Feedback System it will be filtered and blocked. If offensive content is detected, the feature is disabled and the teacher is notified of the attempt.

Built In Language Translation

To assist districts with diverse student populations, Gaggle includes a built-in Language Translation feature that supports **forty-three different languages.** Those languages include: Albanian, Arabic, Bulgarian, Catalan, Creole, Croatian, Czech, Danish, Dutch, English, Estonian, Filipino, Finnish, French, Galacian, German, Greek, Hebrew, Hindi, Hungarian, Indonesian, Italian, Japanese, Korean, Latvian, Lithuanian, Maltese, Norwegian, Polish, Portuguese, Romanian, Russian, Serbian, Simplified Chinese, Slovak, Slovenian, Spanish, Swedish, Thai, Traditional Chinese, Turkish, Ukrainian, and Vietnamese. Other languages will be added as they become available. The Language Translation feature can be a valuable tool in your foreign language classes or when conducting pen pal projects with students from other countries. The Language Translation feature can also assist educators in communicating with ESL students and their parents.

The Language Translation feature can be turned On or Off for an entire school or on an individual user basis. This feature is available on the Gaggle write mail screen, read mail screen, message boards, blogs and other tools. There is no limitation on the size of document that can be translated. All text on the Gaggle system is filtered in the original language in which it was typed so students cannot trick the system by translating inappropriate text to another language.

Teacher/Staff Primary Accounts

Gaggle offers teacher and staff accounts that include the same great features as our student accounts and much more. Gaggle Staff accounts include traditional tools like personal folders, routing rules, signatures and auto-reply, shared calendars, outbound user identification, enterprise class virus/spam protection, and 7 GB of storage. In addition, they

include advanced search capabilities to increase your user's productivity and can function as a knowledge store for your users. Email access is available through our user-friendly web interface that looks and functions like a full email client inside a web page. In addition, IMAP, POP3 and SMTP access is supported using Outlook, AppleMail, Thunderbird and other client programs.

Advantages of Gaggle Staff Accounts:
- 7 GB of storage space
- Secure off-site storage – three enterprise class storage systems in two states
- Tiered permissions for message searches – department heads can be set up to have search access only for those users within their department
- Advanced Boolean search functionality for quick and easy message retrieval
- Enterprise class virus and spam protection
- Ability to forward mail to an outside email address
- For additional ineligible archiving features, including litigation holds and retention policies see Page20

Section III: Student Web Hosting Tools (95% E-rate Eligible)

Introduction

Gaggle's Student Web Hosting Tools are an excellent complement to the Gaggle email accounts. They provide a collaborative solution for schools that wish to address the needs of 21st century learners. Gaggle is excited to present a comprehensive set of Student Web Hosting Tools developed to extend learning outside the classroom and beyond the school day. Gaggle's Student Web Hosting Tools are **95% E-rate eligible.**

Safety

Safety is a top priority at Gaggle, and therefore, all of our Student Web Hosting Tools include built-in safety features. All student activities in Gaggle are passed through multiple filtering systems that scan for inappropriate content. All graphic files that are uploaded are processed through Gaggle's Anti-Pornography Scanner. The APS filter even scans URL links to other web sites and blocks students from linking to offensive content. Gaggle provides an initial set of rules for these filters, and then the school/district has the option of modifying and adding to the rules to fit their policies. Violations of any of the rules are sent to the assigned monitor for review.

Any teacher or administrator can be assigned as the monitor for student accounts. That educator will receive any blocked messages or other violation notifications that are generated by the student assigned to him/her. Blocked email, blog postings and comments, and message board postings can be unblocked if they are deemed appropriate.

In addition, educators can control which tools students can access and adjust those settings for the entire school/district, individual class, or specific student. Following is a complete list of all of the Gaggle Student Web Hosting Tools.

Blogs NEW

Words just can't do justice to our new blogs; you just have to see them! We have completely revamped the look and feel, with a great selection of snazzy themes to choose from. We've got new themes—from cheetahs to football to wild pink swirls—so users can really express themselves. Users now have the ability to have multiple blogs, so teachers can have one for every class.

Blogs are a great way to share information and ideas and provide the opportunity for feedback and discussion. Many educators find blogs to be a simple and effective way to keep parents up to date on assignments and other class information, without the time and effort to maintain a class webpage. Users can provide links to files in their Digital Locker or embed GaggleTube videos in their blog, allowing access to files and documents. Students also benefit from blogging as a means of self expression and writing practice. Many schools are using blogs in place of traditional journals and allowing parents to become active participants in their students' learning. Blogs are also being used for online student portfolios (e-portfolios), allowing them to store and share their written work, such as current events, reports, and speeches.

Gaggle blogs are safer than other blogging sites, because the teachers are in control and all student content is filtered. Teachers can decide if access to the student blogs is opened to the outside world, or whether it is limited to the class, school, or district. Teachers can restrict who can comment on the blogs, hide full names and email addresses, prevent pictures, and more.

The Gaggle blogging system uses an intuitive interface, including a variety of background themes, threaded comments, calendared display, and visitor mapping. The blogs also support RSS feeds, allowing users to subscribe to their favorite or most commonly visited blogs.   All entries are logged to comply with new CIPA and eDiscovery requirements.

Blogging Project Ideas: Free Journaling, Creative Writing, Writing Prompts, Literature Reviews, Current Event Blogs, E-Portfolios, and Research Findings.

Digital Lockers

The Digital Locker is an online storage system for files, images and other data that are used in the Blogs, Homework Drop Boxes, Gaggle Office and other web tools. Both students and staff members can upload and store files from any computer connected to the internet. The Digital Lockers are a great way to move files from school computers to home computers without having to worry about burning CDs or using portable drives that could potentially carry viruses.

Files stored in the locker can be designated as private or shared with other users. Files can be shared with an entire school, class user groups, or specific users. In addition, files can be shared as "view only" or with editing privileges.

Administrators can monitor acceptable use by easily accessing all files stored in the students' lockers. Even if a student deletes a file, it is accessible by the administrators for at least 30 days from the upload date. Files blocked by the filters are viewable only by teachers until they choose to unblock or delete the file.

File Searching – All digital locker files are indexed for fast searching. Users can perform Boolean searches on the file content as well as searching by name, file type, creation date and last modification date. In addition, administrators have the ability to search all files within a school or the entire district. If you need to find a missing file lost in an unknown user's Digital Locker, it can be found in less than 30 seconds.

Tight Integration – Gaggle's Digital Locker is tightly integrated into our other tools. All documents created in Gaggle Office are stored in the Digital Locker. Assignments can be turned in to a Homework Drop Box directly from the Digital Locker, and when students receive an attachment via email they can save the file right to their Locker without the need to download it to their desktop. Locker files can also be embedded into Blogs, Message Boards and outgoing emails.

Virus Protection – Files uploaded to our Digital Locker are automatically scanned for viruses on both the upload/download, protecting the school/district computers and networks from potential viruses.

Version History – Gaggle stores a copy of each saved file and maintains a complete version history. If students edit a file using Zoho or upload a new file with the same name, each one is kept on the system. The user who edited the file is recorded, and versions can be compared to detect changes.

Homework Drop Boxes

Gaggle's Homework Drop Boxes provide a paperless alternative for teachers to manage and collect homework assignments. The solution is web-based and integrated with each user's email account and other tools (like our Mark It Up! feature). Many schools have seen significant savings in paper and toner costs with the utilization of Gaggle's Homework Drop Boxes.

Teachers can create multiple drop boxes or one drop box with multiple class assignments. Each drop box is assigned to a specific group of students, so an elementary teacher may only need one drop box, while high school teachers may need one for each class they teach. Students and teachers have the option to receive automated emails whenever new assignments are created or homework is turned in. All homework assignments that are assigned a due date automatically appear in the student's calendar. Assignments can also be created in advance and scheduled to be available to students on a future date and time.

Teachers can decide if they want students to see other users' submitted assignments or if they want to be notified when students submit assignments. Teachers have other options as well, such as choosing whether or not to accept assignments after the due date. The Homework Drop Boxes are also tightly integrated with Gaggle Office. Teachers can right click on a submitted word document and edit the file in Zoho or correct the assignment with our Mark It Up! feature. Submitted assignments will appear in the student's Digital Locker as read only files.

Mark It Up! (NEW)

Having a paperless classroom just got easier! This new feature provides an intuitive and simple way to page through, correct, and return student submissions—with options for annotations like comments, highlighting, and a free-form drawing tool. Teachers can Mark It Up! and return the assignments to their students as they go, or they can hold and return them to the entire class at once, saving time and resources. This feature makes marking and assessing student work simple and paper free. This tool will work on most file types including Word, PowerPoint, and PDF.

Gaggle is a natural fit for schools that want to become environmentally responsible and save money. For many schools, the savings realized using Gaggle to Go Green could cover the cost of their Gaggle subscription accounts, giving your students safe, engaging tools for communication, collaboration, and productivity that basically pay for themselves! Mark It Up! and the Homework Drop Box help your school Go Green by reducing the number of assignments that need to be printed and handed out. Students have the ability to collaborate on-line and reduce the number of drafts and copies printed, which in turn reduces paper consumption, ink, and toner. In fact, one 8th grade class in Indiana saved over 20,000 sheets of paper by using our Homework Drop Box and Mark it Up! Additionally, the electronic submission and assessment of assignments can also increase teacher productivity by reducing or eliminating time spent making copies.

Social Learning Wall

The Gaggle Social Learning Wall offers the benefits of Facebook® without the dangers. The Social Learning Wall is a tool that allows users to stay in touch with friends and safely share information. It creates profile-based connections for sharing of content, text and communications. Gaggle's Social Learning Wall allows administrators to restrict which students can friend each other. You can set friend restrictions to specific individuals, classmates, other school users or district wide. The Social Learning Wall includes the ability for users to post status updates, website links, add photos, and view/create groups.

Students can update and monitor their Social Learning Wall by computer or texting from their mobile phone. Students register their mobile phone with the Gaggle system to receive and post updates. Users can even text pictures to their wall right from their phone, so limited computer access no longer impedes student communication and collaboration.

Gaggle's social wall allows districts to address the sensitive topic of teachers "friending" students on traditional social networking sites. Districts can create a policy that all friend requests and social networking activity be limited to the district provided system.

A powerful aspect of Gaggle's Social Learning Wall is the ability to create groups around specific topics and student interests. Many students begin to disengage from school in junior high, and this is particularly true when the students are not involved with a sports team or activity to provide them a sense of connection and community. Social Wall Groups can be used to create micro-communities within your schools and thus increase student engagement and attendance.

Gaggle Social Learning Wall Project Ideas: Study Groups, Clubs, Sports Teams, Student Support Groups, Community Awareness Projects, Persuasive Postings, and Travel Logs.

GaggleTube

GaggleTube provides YouTube access for your schools while still allowing your district to block direct access to YouTube content. All YouTube access is logged, filtered, and monitored and can be controlled at the teacher and student level. This allows teachers to use the many great educational videos located on YouTube while prohibiting access to the inappropriate videos. Video filtering is a difficult process and not perfect; nevertheless, GaggleTube offers a degree of safety and protection that allows YouTube to be seen as a resource, instead of a distraction filled with offensive content. Student and teacher access to GaggleTube can be set to search filtered, view approved, or completely turned off; and administrators have the ability to restrict the number of searched videos a student can view per day.

Videos tagged by teachers for approval, can be used by students in all of Gaggle's collaborative tools. They can be used in student Blogs, Message Boards, Homework Drop Boxes and the Social Wall. Today's student grows up in a media saturated world. Allowing them to use video to convey their messages is a powerful tool for student engagement.

GaggleTube is more than just a system for filtering and viewing video content. It is also a way for students to upload and share their own video creations with the world. However, as you would expect from Gaggle, the educators can define the parameters of this world. GaggleTube's upload feature allows students to create videos and submit them for their teacher's approval. Approved videos can be limited to viewing just within the school, the district, Gaggle, or submitted to YouTube. Videos submitted to YouTube are submitted under a generic, school controlled account and can be pulled back at the discretion of the school.

Sharing videos through YouTube is a powerful motivator for students. For example, students in a Spanish class might create a video of various action verbs to share with others. Knowing that their work is reaching a broad audience will change their perception of the project and the quality of their work. In addition, posting the video to YouTube allows parents, grandparents and the local community to view the project as well.

GaggleTube Project Ideas: Group Discussions, Current Events, Story Starters, Writing Prompts, Fact vs. Opinion, and Research Projects.

Class Pages NEW

Gaggle's Class Pages make it easy for students to find everything for their class in one place. Each class has its own Social Wall group that lets the teacher post information and lead discussions, and lets students communicate. The Class Pages include links to commonly used tools, so students can easily access the files shared by the teacher, any homework drop boxes, and message boards that are being used for the class. Gaggle's Data Integration can automate the creation of a Class Page for every class in your district.

Gaggle Office

Gaggle Office is a suite of online tools for word processing, spreadsheets, and presentations. Gaggle Office allows you to create, edit, share, search, and view all of your documents in a filtered environment. These tools include simultaneous editing and group collaboration capabilities, both of which can have powerful implications for student learning. Gaggle Office can save your district thousands of dollars by eliminating the need to purchase expensive office productivity software for your workstations.

All documents, spreadsheets, and presentations created within Gaggle Office are stored in the user's Digital Locker and are accessible from any computer with an internet connection. An important benefit of Gaggle Office is that it removes the problems caused when students have access to different software at home versus school.

Users have the option to share documents with specific individuals, whole classes, or even the entire school or district. File accessibility levels can be set to "View Only" or "View and Edit" for collaboration.

The following files formats can be edited with the Gaggle Office tools: Microsoft Word™ (.doc and .docx), Microsoft Excel™ (.xls and .xlsx), Microsoft PowerPoint™ (.ppt and .pptx), OpenOffice™ (.sxw), Open Text Document (.odt), Rich Text Format (.rtf), Text Files (.txt), and HTML.

Gaggle Office Project Ideas: Collaborative Stories, Peer Revision, Small Group Presentations, and Surveys.

Chat Rooms

Using Gaggle Chat Rooms, teachers can initiate online study groups, test reviews, and more. Like the rest of the Gaggle features, the teacher is in control. Each Gaggle Chat Room is assigned to a particular educator, just as the students are assigned to an administrator. Teachers have the ability to create multi-user chat rooms for online study groups, test reviews, virtual office hours, and homework help. The Chat Room owner is generally the educator who created the Chat Room, but the rooms can be reassigned to a different educator as needed.

The Gaggle Chat Rooms use a system called passive filtering. Students will see their questionable chat posts appear on their own screen; however the chat is hidden from all other student users. After three attempted posts of offensive content, the student's chat privilege is revoked, and they are kicked out of the room. We have found this system very

effective at curbing inappropriate behavior. There is no point in being rude if no one sees it, and if the student wishes to continue chatting they must be very careful with their word selection.

The same project ideas provided for Message Boards will also work in Chat Rooms; only now they are done in real time! Teachers also have the ability to monitor live-time chats of students during class to ensure students stay on task while on computers.

Chat Room Categories: The Chat Rooms are separated into five different categories for better organization, including School Chat Rooms, District Chat Rooms, Educator Chat Rooms, Gaggle Wide Chat Rooms, and Specified Chat Rooms.

Chat Project Ideas: Homework help, study groups, and Historical figure impersonations.

Instant Messaging NEW

Gaggle's Instant Messaging tool lets you see who is logged into Gaggle so you can instantly chat with them from your own Gaggle account or even from another chat client like GoogleTalk or AIM. Like most of Gaggle's tools student access can be restricted to the district, school, class, or just teachers. This tool allows teachers to provide live-time assistance or deal discretely with an individual student. Teachers and staff users can benefit from on demand communication without interrupting instruction. All IM conversations are permanently logged as threaded conversations in each user's account, which are accessible to administrators. Teachers and administrators also have the ability to monitor all chats in their class or school, in live time to encourage on-task behavior.

Message Boards

Message Boards are a great tool to support curriculum outside of the normal classroom environment. Message Boards are often used for ongoing classroom discussions over an extended period of time. The teacher can post a message specific to that day's curriculum and create a dialogue that dramatically increases class discussion. The Message Boards have the ability to eliminate the physical walls of the classroom and enable learning to take place outside of normal school hours.

Teachers can create individual boards accessible by just their class or group of users, or Message Boards can be created specific to the school or district. There are also Gaggle Wide Message Boards that are shared by all students and teachers on the Gaggle network. Message Boards are separated into five categories for better organization: School Message Boards, District Message Boards, Educator Boards (Key Pals, Help, etc, for teachers only), Gaggle Wide Message Boards, and Specified User Message Boards Only.

Message Board Project Ideas: Homework Centers, Test Review, Online Discussions, Expert Forums, Character Impersonations, and Debates.

SMS Texting

Gaggle's SMS Texting provides safe teacher-to-student mobile texting with all incoming and outgoing text messages, filtered through our "blocked word list" and logged through our SMS Gateway. Gaggle's SMS filtering includes common "text speak" terms, and it will scan for offensive images in MMS text messages.

Thanks to the Gaggle SMS Gateway, individuals' phone numbers are kept private and hidden from users. If parents question the content of the SMS texts, the logs can be easily accessed through Gaggle's interface for review. Teachers can send texts to a class or group, and the students who do not have a phone number registered will receive the message in their Gaggle email. Teachers can also pre-schedule text messages, like a reminder for a test, to be sent out at a later date and time.

Gaggle SMS Texting Project Ideas: Word of the Day, Assignment Reminders, Team Practice Changes, Knowledge Races, Test Review, Contests, and the use of Mobile Phones as a Student Response System.

Gaggle Mobile

Gaggle includes a mobile phone version of our web applications including Email, Blogs, Calendars, Message Boards, YouTube access, and more. Mobile access allows students and teachers to utilize Gaggle inside and outside of school via their phone when access to a traditional computer is not available. The combination of Gaggle as a web based tool with our mobile applications can also be used to support Bring Your Own Technology or Device initiatives. The mobile interface has been optimized to work in a low bandwidth environment, on small screen sizes, and with relatively slower processors. In addition to netbooks and other personal computing devices, Gaggle Mobile provides access via Tablets, iPads, iPod Touches, iPhones and Android devices.

Section IV: Other Gaggle 100% E-rate Eligible Services

Data Integration (Set-up)

Gaggle's Data Integration automates the creation, deletion, and management of user accounts. The integration is designed to work with your Student Information System, Active Directory database, or LDAP. This process is run nightly via customized scripts between the district and the Gaggle servers. Accounts can be created as a one-time import or set to automatically update on a schedule determined by the district. Data Integration **is eligible** for E-rate discounts.

Account Migration (Set-up)

Gaggle's Account Migration will automate the transfer of your existing data to your Gaggle accounts. This can be performed on all of your accounts, or you can pick and choose which accounts you would like migrated. Account Migration **is eligible** for E-rate discounts.

Administrative Training

Gaggle Training Course #501 is an on-site training designed for school and district personnel who will be involved in the administrative setup and management of Gaggle. This session provides in-depth training for the administrative tasks associated with the use of Gaggle email accounts. Training will also focus on account administration and effective management of the Gaggle safety features. This training does not include the training of teachers and **is eligible** for E-rate discounts.

Custom Domain Name

Your school or district may choose to use its own domain name with Gaggle email accounts. A Custom Domain helps unify and identify the members of your school. Using a Custom Domain name also gives your users more choices for their email address. For example, john@gaggle.net is taken, but john@franklinschools.edu is available. There is a one-time $200 set-up fee which **is eligible** for E-rate discounts.

There are two choices for customizing the email addresses for your school.

1. Custom Domain name (jsmith@franklinschools.edu) – If your school has its own domain name you can use this for your email address. You will need to have your web master point the MX record of your server to the Gaggle mail server. (We can help.)

2. Sub-domain name (jsmith@westsidehigh.gaggle.net) – A sub domain of gaggle.net requires no work on your part.

Section V: Optional Gaggle Services

Several optional features and services can be purchased to complement and support your Gaggle accounts. These features are **not eligible** for E-rate discounts.

Archiving & Data Retention Policy Features

Gaggle offers an extremely affordable Email Archiving solution for our hosted, Gaggle accounts. The Email Archiving & Data Retention Features are an optional item and are **not eligible** for E-rate discounts. By separating out the cost for the specific Archiving features, we are offering school districts the maximum flexibility and affordability.

The Email Archiving and Data Retention Features can be added to either staff/teacher primary accounts or our standard student and monitor accounts. This service can also be purchased separately as an Archiving solution for external email systems like GroupWise, Gmail, or Exchange. These features, when combined with Gaggle's 7 Gigabytes of storage, provide a powerful solution for your email archiving needs.

INCLUDES:

Customized Retention Policies – The district can set customizable data retention policies for each school organization and department. You determine which user levels are archived, and when mail is permanently purged from the system.

Powerful Search Capabilities – Archived messages are saved and indexed for fast and efficient retrieval. Searches can be run on an individual user account or across the entire organization. Users can search message bodies, subjects, to/from address, date ranges, and specific words or phrases within attachments. Search results are typically returned in less than 30 seconds.

Litigation Hold – Litigation holds override data retention policy settings and prevent the specified data from being purged by the system. Litigation holds can be set for individual messages or for an entire account. Multiple holds can be created and managed.

Private Accounts – Private accounts allow you to protect the privacy of your school board members and highest-level administrators. Their email accounts cannot be searched (not even by the IT staff that administers the email archives). The data in private accounts is still archived, but it is only accessible upon written request. Private accounts protect your IT staff from accusations of misusing their access.

Total Data Integrity – Your data integrity is guaranteed as school district personnel cannot alter or delete messages after the message has been archived. In addition, messages are stored with a checksum calculation to ensure that the content has not been altered.

Tiered Permissions for Searches – The Gaggle system has 21 different access levels and offers various groupings for business units and departments. This flexibility allows sub-administrators to search only in the accounts of specific users for whom they are responsible. Individuals can also access their own archived messages if allowed.

Extensive Security Logs – Gaggle's Archiving solution includes search query logging, message access logs, and instant email notification anytime a user logs into the archives.

24-Hour Access – Gaggle's simple to use web-based interface is available 24/7 from any computer with an internet connection and a compatible web browser.

LDAP and Active Directory Authentication – The system supports LDAP and Active Directory authentication as well as single-sign-on protocols.

Human Monitoring System (HMS)

Full internet safety is best accomplished with a combination of both filtering and monitoring. However, monitoring students can be time consuming for busy educators. It can also create an adversarial relationship rather than the supportive and encouraging relationship needed to foster learning.

Not all teachers are as diligent as we'd like when it comes to monitoring student internet use. At Gaggle, we believe this is a lost opportunity. Internet communication offers a unique window into the lives of students and a tremendous opportunity to prevent serious physical and psychological problems. Detecting these issues early allows parents and educators to intervene positively on behalf of students.

To solve this problem, Gaggle offers a **Human Monitoring System**. The HMS puts the monitoring of blocked messages in Gaggle's hands, eliminating the need for teachers to review questionable communications. In addition, it greatly improves the safety and security of students, both online and in the real world. For example, Gaggle's HMS team has uncovered bullying, drug use, threats of school violence, teen depression, suicide intentions, abusive domestic situations, and inappropriate activities between students and teachers.

How it Works – If the message or activity is acceptable, the message is quickly unblocked and delivered to the intended recipient. If the activity was the result of inappropriate behavior, the Gaggle representative will initiate an internal User Violation Report (UVR), which is based upon the districts' discipline and escalation policy. The notification will be forwarded to the student's administrator for appropriate follow-up. In some cases, Gaggle can be authorized to warn the student and even suspend specific user privileges. Multiple infractions and safety concerns are immediately reported to your school or district.

Using Gaggle's HMS, the district can be assured that blocked communications are being constantly monitored and that safety concerns will be quickly addressed. There have been instances where Gaggle's Human Monitoring Service has helped to prevent after school fights and even suicide. This service also ensures that all rules will be enforced consistently and eliminates any question of preferential treatment for individual students.

Key Features and Benefits of the HMS Service:
- Dramatically increases student safety both in the physical and online worlds
- Less work for teachers results in greater teacher acceptance and classroom impact of Gaggle tools
- Teachers will only be notified of policy violations; therefore, a minimal amount of their time is needed for dealing with inappropriate messages
- All blocked messages are dealt with by an objective third party, alleviating friction or animosity between teachers and students
- Uniform application of the district's Acceptable Use Policy
- Assurance that messages will be monitored regularly with an average response time 4 hours or less

Visit https://www.gaggle.net/get/88c90749 for a detailed white paper on The Status of Student Safety in Today's Cyber-Driven World.

Premium Spam Protection

In addition to the standard Spam and Virus Protection that automatically comes with all Gaggle accounts, we also offer Premium Spam Protection. This service provides additional features that include a daily digest of quarantined mail and allows users to adjust their individual spam settings. This Premium Service is available for Gaggle accounts or your locally hosted email server such as Exchange, GroupWise, FirstClass, or even Google Apps. Premium Spam Protection is available for an additional fee and is **not eligible** for E-rate discounts.

Section VI: Gaggle Assists Schools in Achieving 21st Century Goals

Gaggle Philosophy

Gaggle has been providing safe online learning tools for the K-12 market since 1998. Our focus is and always has been on student safety, so educators have the confidence to allow learners to take advantage of current technological tools for communication, collaboration, and productivity. A foundation of Gaggle's philosophy is Customer Service. We are confident that you will not find better service and support from any other provider.

Safety

Safe and secure communication has been Gaggle's core competency for over 12 years. All student activity is filtered through our blocked word lists and Anti-Pornography Scanner. Gaggle provides the highest degree of CIPA and COPPA compliance with complete spam and virus protection. We have had numerous instances where a blocked message provided insight into suicidal thoughts or other safety issues and allowed for intervention.

Productivity

It seems nowadays everyone is being asked to accomplish more with fewer resources. Gaggle's solution is designed for K-12 with built-in processes and work flows specifically designed to promote educator productivity and student engagement. For example, our Homework Drop Boxes enable teachers to easily create, assign, collect, and correct homework on their schedule.

Gaggle is vendor neutral and easily integrates with most Student Information Systems, web hosting providers, and several LMS platforms. Gaggle's email application and widgets can be directly embedded into other web sites pages portals. Gaggle provides integration with Moodle, Blackboard, Angel, and SharePoint. We also integrate with web hosting providers such as Edline, SchoolWires, SchoolFusion, and FinalSite with cross authentication of users and single sign-on. Current Gaggle customers already integrate with Powerschool, Skyward, Infinite Campus, NCWise, Genesis, Pentamation, Tyler, JPAMS, Zangle, and others.

Green Initiatives

Green initiatives have become an important trend in K-12. Schools around the country are using new technology to become more environmentally friendly and to save money. These efforts allow students to set an example and take a leadership role in their communities. Gaggle's online communication and collaboration tools can help your district meet your "green" goals by reducing paper and ink consumption. Recently, a teacher in Indiana estimated that using Gaggle saved her school 22,000 printed pages per year!

Gaggle Alignment to NETS-S

As a cloud-based service, Gaggle provides a scalable and flexible set of tools. Student work is easily stored and searchable to provide raw data for assessments. Gaggle's tools can integrate with any subject area and curriculum to save time and support content-area standards. Visit https://www.gaggle.net/get/53278966 for a description on how Gaggle's tools are aligned with ISTE's NETS·S and mapped to each core group.

Gaggle's Tools Help Create College and Work Ready Students

Email is the standard for professional business communication, and Gaggle is an effective way to teach these skills. Gaggle helps students understand the difference between professional and personal communication. Gaggle's AFS feature, visual interface, and integration with JAWS, and other software provide an effective platform to mainstream and/or meet the educational goals of blind/deaf students.

In addition, Gaggle provides powerful tools for creating and manipulating media such as presentations, images, spreadsheets, and more. These tools are increasingly common in today's workplace and can be used to enhance the critical thinking skills necessary for the jobs of the future.

Section VII: Professional Development and Implementation

We offer many professional development options for administrators and educators on the utilization of Gaggle and other Web 2.0 tools. The training and professional development options listed below are **not eligible** for E-rate discounts.

Webinars

Gaggle offers free, scheduled webinars that cover our new features and best practices for administering and creating 21st Century Learning Environments. These webinars run approximately 45 minutes and are offered at multiple dates and times. To register visit our Webinars Blog at: www.gaggle.net/webinar

Professional Development

In response to district requests for training, Gaggle now offers several professional development courses to aid in the successful implementation and use of Gaggle. Training includes 1 day of training with a maximum of 20 attendees per session.

Gaggle 501 – This training is for administrators of the Gaggle System. This course will assist with the implementation and will take an in depth look at administrative tasks associated with the successful management of the application. Participation is limited to individuals with the duty of overseeing the use of Gaggle within the district or school. (*This Gaggle training course **is E-rate eligible**.*)

Gaggle offers several other Professional Development options that are not E-rate eligible. Visit http://tinyurl.com/6dqezsz to review all of our training options.

Implementation Project Management

Gaggle's implementation process will guide your district through the best practices for a successful implementation, providing a solid foundation for high usage and maximizing the benefits to your students. If your district desires assistance with the formal planning and management of implementation, an optional Gaggle Project Management package is available. Our certified Project Management Professional (PMP) will meet with your key district personnel and develop an individualized plan to meet your objectives. After plan approval, our Implementation Manager will assist in monitoring the execution of your plan with regular status updates and usage analysis to measure success. Also included is a mid-year and end-of-year account review to create a usage maximization plan and ensure increasing levels of benefit to your students and teachers. All of Gaggle's implementation processes have been developed with Project Management Standards in mind. The Gaggle Project Management package will reduce the burden on your staff as well as add professional planning and oversight.

Included with onsite project management:
- Consultations with Gaggle's Implementation Manager
- Detailed Implementation Project Plan
- Ongoing monitoring and consultation of initial phases through account roll-out
- Onsite visits for project kickoff, mid-year review, and end-of year review
- Monthly usage analysis
- Midyear project review and end of year account review

Section VIII: Additional Specifications and Documents

Insurance

Gaggle takes safety very seriously and has acquired substantial insurance coverage to provide peace of mind to our customers. Gaggle carries $2,000,000 in Commercial General Liability Insurance, with a $1,000,000 umbrella policy. In addition, Gaggle also carries $1,000,000 in Professional and Technical Errors and Omissions Insurance. See included Certificate of Liability Insurance on Page 28 of this proposal.

Equal Opportunity Employer

Gaggle is an equal opportunity employer and agrees not to discriminate against any employee or applicant for employment based upon their race, color, national origin, age, religion, gender, sexual preference, marital or veteran status, or physical disability.

Contact Information

Gaggle, P. O. Box 1352, Bloomington, IL 61702
Tel: 800-288-7750 / Fax: 309-665-0171
Website: www.gaggle.net
Email: admin@gaggle.net

Gaggle Technical Information

We are proud to offer an exceptional level of performance, reliability, security, and service.

System Performance – The Gaggle system is a custom java application running on Linux CentOS 5.5. The web servers run Apache 2.2 with the Tomcat servlet engine. The system provides a complete web interface to the email accounts as well as web-based administration. Email access is also provided to client programs using custom POP3, IMAP, and SMTP server applications. District, school, and user data is stored in multiple MySQL databases with extensive redundancy and failover.

The mail transfer agent used by Gaggle is a custom compiled version of qmail, which includes anti-spam and anti-virus functionality. Failover and redundancy is maintained for web, mail, and storage applications with data centers in two geographically dispersed states.

Bandwidth and Co-Location Center – Gaggle receives bandwidth from Mzima networks via a completely fault-tolerant nationwide backbone network connecting to multiple Tier-1 carriers. The connection to the Gaggle servers is a burstable 1 Gigabit line. Additional bandwidth can be added in less than 2 days. Internet bandwidth and connectivity will affect any web-based service, including Gaggle. If your building has limited bandwidth or high latency, Gaggle performance can be affected. As a provider of Web based tools, our applications run best in a high-speed environment with priority given to our services.

Our primary co-location center is located in the One Wilshire building, the premier telecommunications hub for the Western U.S. The One Wilshire building is home to hundreds of telecom and internet providers and features the most connected meet-me-room in the world. The data center is monitored 24/7 by security guards, with the Gaggle servers housed in separate locked cabinets. Gaggle's secondary data center is located in Nashville, TN. This backup facility houses Gaggle's second Enterprise storage system with an equivalent amount of storage capacity. This second facility helps provide our customers the assurance of data availability, even in the event of a major catastrophe in one part of the country.

Browser Requirements – The only requirement for client machines is that they can connect to the Internet, utilizing a modern browser such as Internet Explorer 8.0+, Mozilla Firefox 4.0+, Safari 4.0+ or Google Chrome. Gaggle is optimized for Internet Explorer 8 and higher or Mozilla Firefox 6.0 and higher. Some of Gaggle's tools use Java Applets or Adobe Flash; as such these technologies should be current. Gaggle supports Macintosh, Windows, and Linux platforms as well as most mobile devices.

Virus and Spam Protection – Gaggle uses a two-pronged approach to combating viruses, with an enterprise-class commercial virus scanning solution as well as a customized Clam AV system. Each message is scanned twice for viruses, once on the upload to our servers and again prior to downloading the attachment by the end user. Gaggle's virus definition libraries are updated every hour.

Gaggle has many systems in place that are designed to defeat spammers starting with an enterprise-class commercial anti-spam system. Each day the Gaggle system rejects hundreds of thousands of spam messages. This technology analyzes all incoming mail to identify new spammers in real time. An additional throttling mechanism is used to slow down access by servers that attempt to deliver large quantities of mail to the Gaggle servers.

For an additional fee Gaggle offers a Premium Spam Filtering Solution. Added features include a daily digest of quarantined mail and allowing users to adjust individual Spam settings. The Premium Service is available for Gaggle accounts or your Exchange, GroupWise, or other mail servers. The Premium Spam Service is **not eligible** for E-rate discounts. Please contact your Gaggle representative for more information.

Gaggle References Utilizing E-Rate Funding

Pasadena Independent School District
Pasadena, TX
Denise Gooden, Exec. Dir. Of Instructional Technology
Phone: (713) 740-0131
Email: Dgooden@pasadenaisd.org
40,000 Gaggle Accounts

Denver Public Schools
Denver, CO
Kipp Bentley, Director, Educational Technology
Phone: (720) 423-3796
Email: kipp_bentley@dpsk12.org
40,000 Gaggle Accounts

Johnston County School District
Smithfield, NC
Diana Freeman, Media & Instructional Technology
Phone: (919) 934-4361, ext 347
Email: dianafreeman@johnston.k12.nc.us
32,000 Gaggle Accounts

Klein Independent School District
Klein, TX
Nettie Briggs, Instructional Technology
Phone: (832) 249-4145
Email: nbriggs@kleinisd.net
26,500 Gaggle Accounts

Alamance Burlington School District
Burlington, NC
Julie Cozort, Email Administrator
Phone: (336) 438-4015
Email: Julie_cozort@abss.k12.nc.us
26,000 Gaggle Accounts

Moreno Valley Unified School District
Moreno Valley, CA
Aaron Barnett, IT Director
Phone: (951) 571-7500
Email: abarnett@mvusd.k12.ca.us
25,000 Gaggle Accounts

Mansfield Independent School District
Mansfield, TX
Cindy Brock, Instructional Technology Specialist
Phone: (817) 299-4394
Email: cindybrock@misdmail.org
19,375 Gaggle Accounts

Catawba County School District
Newton, NC
Scott Stuckey
Phone: (828) 312-8775
Email: Scott_stuckey@catawba.k12.nc.us
14,000 Gaggle Accounts

Washington County School District
Hagerstown, MD
David Mundey, Telecommunication/Network Manager
Phone: (301) 766-2873
Email: mundedav@wcboe.k12.md.us
16,452 Gaggle Accounts

Dayton Public Schools
Dayton, OH
Leroy Edwards, Director of Education Technology
Phone: (937) 542-3585
Email: ledwards@dps.k12.oh.us
12,000 Gaggle Accounts

Manatee County Schools
Bradenton, FL
Jeannie Galindo, Supervisor-Instructional Technology
Phone: (941) 751-6650 x 2049
Email: galindoj@fc.manatee.k12.fl.us
10,000 Gaggle Accounts

Central Kitsap School District
Silverdale, WA
David Guertin, Coordinator of Instruction
Phone: (360) 662-1751
Email: davidgu@cksd.wednet.edu
9,175 Gaggle Accounts

Prairie-Hills Elementary School District 144
Markham, IL
Francesca Guntenspergen, Curriculum Coordinator
Phone: (708) 225-3631
Email: francesca@phsd144.net
3,100 Gaggle Accounts

Wilmette School District 39
Wilmette, IL
Beth Burke, Technology Integration Specialist
Phone: (847) 256-7280
Email: burkeb@wilmette39.org
1,812 Gaggle Accounts

Paxton-Buckley-Loda CUD 10
Paxton, IL
Dr. Mike Brehm, Technology Coordinator
Phone: (217) 379-3314
Email: drbrehm@pbl.k12.il.us
1,200 Gaggle Accounts

Pike County Schools
Troy, AL
Stephanie Snyder, Technology Coordinator
Phone: (334) 566-1850 x81115
Email: ssnyder@pikecountyschools.com
1,200 Gaggle Accounts

Compliance with Privacy and Safety Laws

Gaggle considers student safety a top priority. Gaggle complies with all US privacy and safety laws, particularly those involving students or children. These include: Family Educational Rights and Privacy Act (FERPA), Health Insurance Portability and Accountability Act (HIPAA), Children's Online Privacy Protection Act (COPPA), and Children's Internet Protection Act (CIPA). Gaggle also conducts thorough criminal background checks on our employees.

The Children's Internet Protection Act (CIPA)

CIPA was signed into law on December 21, 2000. Under CIPA, no school or library may receive discounts unless it certifies that it is enforcing a policy of Internet safety that includes the use of filtering or blocking technology. The school or library must also certify that it is enforcing the operation of such filtering or blocking technology during any use of such computers by minors. In addition, the Internet Safety Policy must **ensure the safety and security of minors when using electronic mail, chat rooms, and other forms of direct electronic communications.**

Under CIPA, no school may receive discounts without protecting its students from inappropriate material. CIPA information on the SLD website: http://www.universalservice.org/sl/applicants/step10/cipa.aspx

One of the important provisions of the *Children's Internet Protection Act (CIPA)* states that **schools must have technology measures in place to protect against visual depictions that are obscene or pornographic.** Gaggle is the only email and web hosting provider capable of providing real time image analysis to detect and prevent pornographic images. As such, we believe that Gaggle provides the highest degree of CIPA compliancy of any email solution on the market. The best option that other providers can suggest is to block all attachments. However, this will not prevent pornographic pictures that are sent as embedded images, linked files, or the inclusion of URLs that point to pornographic web sites. Other filters may block some pornographic sites via a black list; however, there are many sites that will only be blocked via Gaggle's Anti-Pornography Scanner.

Pornography Protection at Home – At Gaggle, we strongly believe that pornography protection is vital for a district-provided tool that will also be used from home. No educator wants to get an angry phone call from a parent whose child accessed a pornographic picture or web site from a message that was received in a school provided account. Gaggle's ability to block pornographic attachments and messages with links to pornographic web sites can provide the peace of mind that administrators and parents need before allowing student email access and web based collaboration.

The Children's Online Privacy Protection Act (COPPA)

COPPA is a federal law designed to protect the privacy of children under 13 years old. COPPA requires that companies provide parents and guardians with notice concerning what personal information is collected from children and how it is used or shared.

Gaggle's services are in compliance with the Children's Online Privacy Protection Act of 1998.

1. Individual children are not allowed to sign up for the Gaggle accounts. The only way a child may obtain access to an account on Gaggle is through their school. Schools sign up for a group account on Gaggle and then create accounts for specific students.
2. Each school is responsible for creating and monitoring student accounts on the service. Schools may choose to list students' full names in the record for each user. Entering data in the Full Name field is optional and is for the school's use only. It is intended for administrative and disciplinary purposes. As the creator of the student accounts, the district is acting as a proxy for the parents.
3. The school wide data collected by Gaggle is the school's address, grade levels, and other aggregate information about the school's internet connection, computers, and the likelihood of students to have home computers

ACORD CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
07/12/11

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER		
Clemens & Associates, Inc.	309-662-2100	
P.O. Box 5190	309-662-2134	
Bloomington, IL 61702-5190		
Brent Kelly		

CONTACT NAME:
PHONE (A/C, No. Ext):
FAX (A/C, No):
E-MAIL ADDRESS:
PRODUCER CUSTOMER ID #: GAGGL-1

INSURER(S) AFFORDING COVERAGE	NAIC #
INSURER A : Hartford Insurance Co.	37478
INSURER B :	
INSURER C :	
INSURER D :	
INSURER E :	
INSURER F :	

INSURED
Gaggle.Net, Inc.
P.O. Box 1361
Bloomington, IL 61702

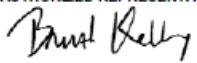## COVERAGES   CERTIFICATE NUMBER: REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSR	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS	
A	**GENERAL LIABILITY** X COMMERCIAL GENERAL LIABILITY CLAIMS-MADE X OCCUR			83SBAIJ0801	11/08/10	11/08/11	EACH OCCURRENCE	$ 1,000,000
							DAMAGE TO RENTED PREMISES (Ea occurrence)	$ 300,000
							MED EXP (Any one person)	$ 10,000
							PERSONAL & ADV INJURY	$ 1,000,000
	GEN'L AGGREGATE LIMIT APPLIES PER: POLICY PRO-JECT LOC						GENERAL AGGREGATE	$ 2,000,000
							PRODUCTS - COMP/OP AGG	$ 2,000,000
								$
A	**AUTOMOBILE LIABILITY** ANY AUTO ALL OWNED AUTOS SCHEDULED AUTOS X HIRED AUTOS X NON-OWNED AUTOS			83SBAIJ0801	11/08/10	11/08/11	COMBINED SINGLE LIMIT (Ea accident)	$ 1,000,000
							BODILY INJURY (Per person)	$
							BODILY INJURY (Per accident)	$
							PROPERTY DAMAGE (Per accident)	$
								$
								$
A	**UMBRELLA LIAB** X OCCUR **EXCESS LIAB** CLAIMS-MADE DEDUCTIBLE X RETENTION $ 10000			83SBAIJ0801	11/08/10	11/08/11	EACH OCCURRENCE	$ 1,000,000
							AGGREGATE	$ 1,000,000
								$
								$
A	**WORKERS COMPENSATION AND EMPLOYERS' LIABILITY** ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	N/A		83WEQ NC7563	11/08/10	11/08/11	X WC STATU-TORY LIMITS OTH-ER	
							E.L. EACH ACCIDENT	$ 500,000
							E.L. DISEASE - EA EMPLOYEE	$ 500,000
							E.L. DISEASE - POLICY LIMIT	$ 500,000
A	Tech/E&O Liab			00 TE 0223087-09	11/08/10	11/08/11	Limit	1,000,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (Attach ACORD 101, Additional Remarks Schedule, if more space is required)

CERTIFICATE HOLDER	CANCELLATION
PROOF OF INFORMATION PURPOSES ONLY	SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.
	AUTHORIZED REPRESENTATIVE *Brent Kelly*

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